

ORDER



Fox 30 JAX

Orders
Order / Rev: 55906
Alt Order #: 09817502
Product Desc: OBAMA FOR AMERICA A
Estimate: 1768
Flight Dates: 09/13/12 - 09/17/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: GENERAL

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	66	\$12,075.00	\$10,263.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	66	\$12,075.00	\$10,263.75	0.00
Totals	66	\$12,075.00	\$10,263.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Fox 30 JAX	10%	\$12,075.00
Market	100%	\$120,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	1%	\$1,207.50
ETEV	0%	\$0.00
UNKWN	64%	\$77,280.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTEV	25%	\$30,187.50
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	09/17/12	09/17/12	M-Th 430a-5a Action News @ 430a	CM	4:30 XM-4:59 XM	M-----	:30	2	\$5.00	P-3	0.00	NM	2	\$10.00
ANJ-430A FOX30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	M-----			2			\$5.00		0.00			
E 2	WAWS	09/13/12	09/17/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	1--11--	:30	3	\$15.00	P-3	0.00	NM	3	\$45.00
ACTION NEWS AT 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--11--			3			\$15.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAWS	09/13/12	09/17/12	M-F 2p-3p M-F 2p-3p JUDGE BROWN/WE PEOPLE	CM	2:00 PM-3:00 PM	M- TF- -	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/13/12	09/19/12	M- TF- -	3		\$40.00		0.00						
E 15	WAWS	09/13/12	09/17/12	M-F 3p-4p The Doctors	CM	3:00 PM-4:00 PM	M- TF- -	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/13/12	09/19/12	M- TF- -	3		\$40.00		0.00						
E 16	WAWS	09/13/12	09/17/12	M-F 4p-5p Dr Phil	CM	4:00 PM-5:00 PM	M- TF- -	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/13/12	09/19/12	M- TF- -	3		\$50.00		0.00						
E 17	WAWS	09/13/12	09/17/12	M-F 5p-530p Family Feud	CM	5:00 PM-5:30 PM	M- TF- -	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/13/12	09/19/12	M- TF- -	3		\$80.00		0.00						
E 18	WAWS	09/13/12	09/17/12	M-F 530p-6p Family Feud	CM	5:30 PM-6:00 PM	M- TF- -	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/13/12	09/19/12	M- TF- -	3		\$80.00		0.00						
E 19	WAWS	09/13/12	09/17/12	M-F 6p-630p	CM	6:00 PM-6:30 PM	M- TF- -	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/13/12	09/19/12	M- TF- -	3		\$80.00		0.00						
E 20	WAWS	09/13/12	09/17/12	M-F 730p-8p The Simpsons	CM	7:30 PM-8:00 PM	M- TF- -	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/13/12	09/19/12	M- TF- -	3		\$150.00		0.00						
E 21	WAWS	09/17/12	09/17/12	Mon Reg 1 Mon Reg 1 BONES	CM	8:00 PM-9:00 PM	M- - - - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M- - - - -	1		\$800.00		0.00						
E 22	WAWS	09/13/12	09/13/12	Thu Reg 2 Thu Reg 2 GLEE (R)	CM	9:00 PM-10:00 PM	- - - T - - -	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - T - - -	1		\$1,200.00		0.00						
E 23	WAWS	09/14/12	09/14/12	Fri Reg 2 Fri Reg 2 ROS	CM	9:00 PM-10:00 PM	- - - - F - -	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - F - -	1		\$400.00		0.00						
E 24	WAWS	09/16/12	09/16/12	Su 8p-830p Sun Reg 2a THE SIMPSONS	CM	8:00 PM-8:30 PM	- - - - - S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - S	1		\$900.00		0.00						
E 25	WAWS	09/16/12	09/16/12	Su 9p-930p Sun Reg 3a FAMILY GUY	CM	9:00 PM-9:30 PM	- - - - - S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - S	1		\$1,000.00		0.00						
E 26	WAWS	09/16/12	09/16/12		CM	12:00 PM-1:00 PM	- - - - - S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00

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FOX NFL Sunday															
FOX NFL Sunday (12:00 PM-1:00 PM)															
FOX NFL SUNDAY PRE-GAME ***INCORRECT RATE -PLACE AT LUR OR RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$600.00		0.00			
E 27	WAWS	09/16/12	09/16/12	NFL 4p Singleheader	CM	4:00 PM-8:00 PM	-----S	:30	2	\$1,700.00	P-3	0.00	NM	2	\$3,400.00
				NFL 4p Singleheader	(4:00 PM-8:00 PM)										
NFL ON FOX GAME 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					2	\$1,700.00		0.00			
N 28	WAWS	09/16/12	09/16/12	Su 430a-5a	CM	430a-5a	-----S	:30	1	\$5.00	P-3	0.00	NM	1	\$5.00
				Action News Early Morning											
ANJ-430A FOX30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S					1	\$5.00		0.00			
													Totals	66	\$12,075.00